

9.07 Social Media Policy

Effective Date: 4/1/2015

The City of Ypsilanti understands that social media can be a fun and rewarding way for employees to share their lives and opinions with family, friends and co-workers. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist employees in making responsible decisions about the use of social media, the following guidelines have been established.

Guidelines

In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the internet, including to one's own or someone else's web log or blog, journal or diary, personal website, social networking or affinity website, web bulletin board or a chat room, whether or not associated or affiliated with the City, as well as any other form of electronic communication. Ultimately, each person is solely responsible for what he/she posts online. Before creating online content, consider some of the risks involved. Keep in mind that any conduct which adversely affects one's job performance, the performance of fellow employees or otherwise adversely affects the Mayor, City Manager, City Council, citizens, suppliers, people who work on behalf of the City or the City's business interests, may result in disciplinary action, up to and including termination.



Know And Follow The Rules

Carefully read these guidelines, the City's Business Ethics and Conduct Policy (1.04), the Anti-Harassment Policy (7.04) and the Technology policies (9.01, 9.03, and 9.05) and ensure all postings are consistent with these policies. **Inappropriate postings that may include discriminatory remarks, harassment, threats of violence or similar inappropriate or unlawful conduct, will not be tolerated and may subject an employee to disciplinary action, up to and including termination.**

Be Respectful

Always be fair and courteous to fellow employees, supervisors, citizens, suppliers or people who work on behalf of the City. Also, keep in mind that work-related complaints are more likely to be resolved by speaking directly with co-workers or the Human Resources Manager than by posting complaints to a social media outlet. Nevertheless, if complaints or criticisms are posted, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparages employees, the Mayor, City Manager, City Council, citizens

or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or City policy.

Be Honest And Accurate

Always be honest and accurate when posting information or news, and, if a mistake is made, correct it quickly. Be open about any previous posts that were altered. Remember the internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that are known to be false about the City, its employees, the Mayor, City Manager, City Council, citizens, suppliers or people working on behalf of the City.

Post Only Appropriate And Respectful Content

- Maintain the confidentiality of the City and private or confidential information. Do not post internal reports, policies, procedures or other confidential communications. Do not post financial, sensitive or proprietary information about other employees, the Mayor, City Manager, City Council, citizens, suppliers, people working on behalf of the City or applicants.
- Do not create a link from a blog, website or other social networking site to the City website without identifying yourself as a City employee.
- Express only personal opinions. Never represent yourself as a spokesperson for the City. If the City is a subject of the content being created, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of fellow employees or anyone connected to the City. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of the City of Ypsilanti".

Using Social Media At Work

Refrain from using social media during work hours or on City-owned equipment, unless it is work-related as authorized by a supervisor or department head. Do not use City email addresses to register on social networks, blogs or other online tools utilized for personal use.

Media Contacts

Employees should not speak to the media on the City's behalf without contacting the City Manager's office. All media inquiries should be directed to the City Manager.

MISCELLANEOUS

10.01 Recycling

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The City supports environmental awareness by encouraging recycling and